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ACTUALIZATION OF EXTRA-ECONOMIC FACTORS OF INFORMATION SOCIETY IN NEW ECONOMY SYSTEM OF STATE, REGIONS AND ENTREPRENEURIAL STRUCTURES

Abstract. The article substantiates the actualization of extra-economic factors in context of transformation processes and globalization challenges of information development of socio-economic relations. The need to study this part of the components is also associated with the processes of modernization, regression of moral and spiritual qualities, loss of cultural identity and originality in achieving individual and regional goals. The formation and establishment of these factors in the information society requires new coordination efforts from the state regarding the effectiveness of activity of economic entities. The purpose of the article is to identify the role and particularities of the influence of extra-economic factors on the development of the Ukrainian economy and society as a whole during informatization. Methods of research are used in the work are the following: scientific generalization (when systematizing various components of extra-economic factors); abstract-logical and theoretical generalization (when formulating conclusions); comparison (in the process of identifying the degree of influence of individual factors); concretization (when clarifying the concept of extra-economic factors); systematization, sociological analysis (when determining the rating of the importance of factors), etc. The author's clarification of the essence of extra-economic factors, which are presented mainly as moral and spiritual, creative components connected with consciousness by eternal human values, is carried out. The object of research is the particularities of the formation of such socio-cultural components as political aspects, trust, information, culture, mentality, religion, format of generation of Millennials, which can be decisive in achieving the goals of social transformation and can also hinder the development of these processes during informatization. The particularities of the impact

of extra-economic factors on the development of socio-economic processes and phenomena are outlined, in particular: increasing profitability and reducing business expenses, intensifying innovation, increasing employment, forming value-labor orientations of workers, overcoming loss of the employees' personal identity, modernization, cultural-spiritual and economic reproduction, opportunities for alternative employment, etc. The results of a sociological study regarding the determination of importance rating of extra-economic factors, which allowed to determine the main positions of these factors in the social and labor attitudes of domestic respondents and to outline certain social creativity in the development of socio-economic processes.

Keywords: information society, new economy system, extra-economic factors, trust, state and regions, entrepreneurship, innovations.

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АКТУАЛІЗАЦІЯ ПОЗАЕКОНОМІЧНИХ ЧИННИКІВ ІНФОРМАЦІЙНОГО СУСПІЛЬСТВА У НЕОЕКОНОМІЧНІЙ СИСТЕМІ ДЕРЖАВИ, РЕГІОНІВ ТА ПІДПРИЄМНИЦЬКИХ СТРУКТУР

Анотація. Обґрунтовано актуалізацію позаекономічних чинників у контексті трансформаційних процесів і глобалізаційних викликів інформаційного розвитку суспільно-економічних відносин. Необхідність дослідження цієї частини компонент пов'язана із процесами модернізації, регресу морально-духовних якостей, втрати культурної ідентичності і самобутності в досягненні індивідуальних і регіональних цілей. Формування й становлення означених чинників у інформаційному суспільстві вимагає від держави нових координуючих зусиль щодо ефективності діяльності суб'єктів господарювання. Метою статті є виявлення ролі й особливостей впливу позаекономічних чинників в умовах інформатизації на соціально-економічний розвиток України й суспільства в цілому. Використано методи дослідження:

наукового узагальнення (при систематизації різноманітних компонентів позаекономічних чинників); абстрактно-логічного і теоретичного узагальнення (при формулюванні висновків); порівняння (у процесі виявлення ступеня впливу окремих чинників); конкретизації (при уточненні поняття позаекономічних чинників); систематизації, соціологічного аналізу (при визначенні рейтингу вагомості чинників) тощо. Здійснено авторське уточнення сутності позаекономічних чинників, які виступають переважно морально-духовними, творчими складовими, пов'язаними зі свідомістю вічними людськими цінностями. Об'єктом дослідження визначено особливості формування таких соціокультурних компонент: політичні аспекти, довіра, інформація, культура, менталітет, релігія, формат покоління меліоналів, які в умовах інформатизації можуть бути як визначальними при досягненні цілей суспільних трансформацій, так і можуть перешкоджати розвиткові цих процесів. Окреслено особливості впливу позаекономічних чинників на розвиток соціально-економічних процесів і явищ, зокрема: збільшення прибутковості та зниження витрат бізнесу, активізацію інноваційної діяльності, зростання зайнятості, формування ціннісно-трудова орієнтації працівників, модернізацію, подолання втрати особистісної ідентичності, культурно-духовне й економічне відтворення, можливостей альтернативної зайнятості і т. п. Представлено результати соціологічного дослідження щодо визначення рейтингу значимості чинників позаекономічного змісту, що дало можливість визначити основні позиції означених чинників у соціально-трудова установках вітчизняних респондентів і певним чином окреслити певну суспільну креативність у розвитку соціально-економічних процесів.

Ключові слова: інформаційне суспільство, неекономічна система, позаекономічні чинники, довіра, держава і регіони, підприємництво, інновації.

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Introduction. Under the influence of innovative changes in the developed countries of the world, the implementation of concepts and programs for the transition to information society is regarded as a priority. The spread of the use of new information technologies helps to increase the activity of people and change their motivation, to establish a positive dialogue between the state and the public, and so on. At the same time, the role of extra-economic factors, as well as the value orientations of man, in particular his education, culture and ethical principles, which determine not only the essence of the information society, but also the very possibility of further existence of civilization. Extra-economic institutions are quite stable and socially appropriate, associated with the spiritual world of man, his landmarks, values, traditions, informal relations, which in some way is fixed in the legal environment of the country. The formation and establishment of these factors in the information society requires new coordinaton efforts from the state regarding the effectiveness of activity of economic entities and creation of favorable conditions for the integration of people into the global environment.

In the future, Ukraine needs to maintain its competitiveness in education, science and technology, information and communication and other aspects of human development and to enter the system of the European space at the level of partnership relations. To achieve this goal, its social policy must be based both on general civilization values and on the principles of strategic components of the national idea, the internal unity of Ukraine, the preservation of identity adequately to external integration processes.

Analysis of research and problem statement. Theoretical substantiation of the concept of economic and extra-economic institutions in the context of information society development is considered in the works of scientists: Z. Atamanyuk, R. Baldwin, W. Hamilton, W. Heitz, K. Arrow, R. Inglehart, M. Castells, A. Kolota, E. Libanova, P. Mason, D. North, A. Pavlov, Y. Pakhomov, T. Picketti, Y. Rudenko, D. Sachs, J. Stiglich, V. Tambovtseva, P. Watson, S. Huntington, D. Hicks, K. Schwab and other authors.

The authors emphasize that on the basis of extra-economic factors, it is possible to predict in some way the corresponding changes in social phenomena and processes, to ensure the stability of economic activity. Many scientists are interested in the problem of interaction between economic development and socio-cultural institutions, which can be closely linked to economic, innovative

processes, as a result — to promote or inhibit their development [1—9]. According to A. Kolot, the use of the potential of extra-economic factors is the link that can overcome the deepest crisis of our time [10; 11]. Given these approaches, we note that the study of extra-economic factors in this context, the methodology of their knowledge, identification of certain problems and challenges from the standpoint of today are insufficiently studied and understood.

The solution of the set tasks is carried out with the use of general scientific methods: scientific generalization (at systematization of various components of extra-economic factors); abstract-logical and theoretical generalization (when systematizing various components of extra-economic factors); abstract-logical and theoretical generalization (when formulating conclusions); comparison (in the process of identifying the degree of influence of individual factors); concretization (when clarifying the concept of extra-economic factors); systematization, sociological analysis (when determining the rating of the importance of factors), etc.

The purpose of the article is to identify the role and features of the impact of extra-economic factors on the socio-economic development of Ukraine and society as a whole during informatization.

Research results. In modern literature, the concept of extra-economic is not sufficiently defined, there is no clear distinction between «non-economic» and «extra-economic» factors, they are often regarded as similar. It seems that non-economic factors of wider significance include, in particular, such important components as climatic conditions, participation in military conflicts, legal and infrastructural support of economic development, and so on. Extra-economic factors are presented mainly as moral and spiritual creative components, including a variety of informal institutions related to the values and behavioral attitudes of a particular society, which slowly change over time. They are closely connected with consciousness, human humanistic components, such as trust, morality, social responsibility, culture, etc.

In the development of this, it is important to identify possible results of the positive impact of trust on business and entrepreneurship:

- business relations reduce business costs, which is a competitive advantage that gives entrepreneurs the opportunity to save on the regulation of interactions;
- helps to increase the profits of business partners, which is associated with the ability to use more flexible management mechanisms of the agreement;
- affects the assessment of entrepreneurs of the effectiveness of agreements, reduces conflict and increases the internal satisfaction of business partners;
- trustful relationships contribute to the formation of the idea of business transactions as fair and correct, the rapid spread of knowledge, the development of innovation;
- trustful relationships lead to an intensive exchange of experience, increase the investment attractiveness of the business and increase working capital.

American Nobel laureate K. Arrow is inclined to believe that every commercial transaction contains an element of trust, and economic backwardness in the world can be explained by a lack of mutual trust [12], which was also confirmed in the works of F. Fukuyama [13] and other scientists. In turn, K. Schwab notes that in a world where there is nothing permanent, one of the most important values is trust [14].

The information economy is characterized by a crisis of personal identity that is expressed by the fact that it is impossible for a person to have a holistic image of an integrated representation of himself. This is due to a change in the type of connection between a person and social groups, collectives. As a result of the weakening of social ties, the possibilities of changing personal sociality (professional, religious, political, etc.) have increased, and this has a devastating effect on the formation and maintenance of social identity [15; 16]. A person's confidence in the fact that the social status he has acquired will not be lost decreases, this, in turn, provokes his disorientation in society [17]. In the context of considering the problems of modern information production, mental factors can be characterized, given that they are the embodiment of motivational factors for certain activities, human activation in public life, implemented in appropriate behavior and orientations common to most social groups.

In the information society, access to cultural heritage and knowledge for different segments of the population is growing. New information technologies provide almost unlimited access to cultural heritage, which has a significant impact on the worldview of people around the world and nation, and people from different countries are becoming more connected and dependent, territories and countries are becoming more «mixed». The latter necessitates the use of intercultural dialogue as a way of transmitting heritage and opportunities for knowledge of the world, retransmission of experience, traditions, etc. [12; 16].

From our point of view, it is worth noting that an important extra-economic factor of the information economy is the emergence of a new format of the generation of workers — Millenials: generation Y — born in 1981—1996 and generation Z — born in 1997—2012 and later [17; 18]. The new generation of workers is radically different from their predecessors and has a specific system of values. Millenials are characterized by high ambition to achieve goals and a constant desire for development. Taking into account these features, they have a special approach to work: it is important for them to participate in innovative projects, which contribute to their continuous development, provide results, demonstrate the importance of work. In the context of such a human factor, significant changes in the system of innovation development can be envisaged.

As a generalization of the information mentioned above, *Table 1* outlines the features of the effectiveness of extra-economic factors [17—22].

Table 1

Features of the influence of extra-economic factors of the information society on the development of socio-economic processes and phenomena

№	Factors	Influence features
1	Trust	Reduces the cost of doing business; helps to increase partners' profits; contributes to the positive formation of the idea of business transactions; promotes innovative activity of intensity of exchange of experience, growth of investment attractiveness of business and increase of the working capital
2	Informational	Is a key factor and stimulus to socio-economic change, labor resources, the subject of labor of specialists, a source of added value and employment
3	Political	Aims to provide a legal framework and freedom to disseminate and use information in the context of changing economic processes
4	Socio-cultural	Interpreted to solve individual and social problems, the formation of value and labor orientations of man, the renewal of the value content of culture
5	Mental	Focused on changing moral and spiritual values, development of innovations, modernization, state formation, management
6	Religious	Anticipates the overcoming of the crisis of personal identity caused by the weakening of social ties, focuses on cultural, spiritual, economic and innovative reproduction
7	Appearance of the generation of Millenials	Determines new approaches of companies: to demonstrate socially responsible behavior, to form a corporate culture aimed at supporting cultural diversity, recognition, development of innovations and opportunities for alternative employment

During our sociological survey of respondents, among the students of educational institutions of Kyiv ($N = 425$), the rating of the significance of the identified components of extra-economic factors during informatization was determined. When asked: «Which of the following factors is most important for business development in the information economy?» the following answers indicated in *Table 2* were received.

Table 2

The results of a survey of respondents on the importance of business development factors in the information economy

№	Factor	Importance (%)	Ranking
1	Political	67,7	1
2	Informational	65,8	2
3	Trust	59,3	3
4	Social-cultural	40,2	4
5	Appearance of the generation of Millenials	39,4	5
6	Mental	26,2	6
7	Religious	13,5	7

According to the results of the survey, the respondents attached the most importance to political and information factors, which in some way is related to the unstable political situation in the country, particularities of the development of the information space in Ukraine. An important place in the system of socio-cultural factors is occupied by the indicator of trust, which, as noted, can provide some social creativity in the development of socio-economic processes.

The author's vision of the essence of extra-economic factors of information economy is formulated. They are presented mainly as moral and spiritual creative components, closely related to consciousness, eternal human values, such as trust, social responsibility, culture, mentality, etc. In the context of transformation of economic processes, the identification of certain features of extra-economic factors that have a significant impact on economic transformations and provide opportunities to reveal some real trends in their development, which are difficult or impossible to identify based on traditional economic, legal or technological approaches, is performed.

An attempt to determine the origin of the mental and value origins of Ukraine is made, its social and humanistic imperatives are outlined. According to the results of a sociological study, a rating of the significance of extra-economic factors in Ukraine was determined. The results of the study complement the theory of economic development and contribute to the expansion of approaches to assess the development of modern scientific practice.

Conclusions. Nowadays, in scientific practice, there is a lot of research by scientists on the role and importance of extra-economic factors of information economy, but their definition of the concept is not specific enough, in particular, there is no clear distinction between «non-economic» and «extra-economic» components, that are usually regarded as similar. We believe that non-economic factors are of wider significance, they include a system of components (climatic factors, infrastructural and legal nature, etc.), which together are represented by both factors of production. It seems that extra-economic factors should be considered mainly as moral and spiritual creative components associated with human consciousness, humanistic values, such as trust, morality, culture, mentality, and so on. They seem to have a significant indirect impact on the economic development through the human psyche and its guidelines. The growing importance and role of the latter is associated with the negative consequences of modernization, the degradation of moral and spiritual determinants of human development, the loss of semantic humanistic landmarks, cultural identity and originality.

The study specifies the features of the impact of such extra-economic factors on the development of socio-economic processes and phenomena as trust, information, social culture, mentality, religion, the emergence of a generation of Millennials, which should be taken into account when determining landmarks of social development. The results of the sociological study show that when determining the rating of the importance of extra-economic factors, the most important positions are occupied by political and informational factors, which is partly due to the instability of the political situation, the development of the information component in the country. In the system of socio-cultural factors, an important, third place is occupied by the indicator of trust, which, as noted, can provide some social creativity in the development of socio-economic processes.

The study identifies such important aspects of socio-economic development: in the information economy, labor costs are replaced by information, the conditions for the transition to new ways of human activity are formed, labor is gradually transformed into a certain social activity — creative activity. Issues related to the use and dissemination of information that is considered as a raw material of technology and the subject of work of a specialist, are of particular importance.

Despite the fact that in scientific circles there is often an emphasis on reducing the role of many established moral foundations of society, such as socio-cultural traditions, authority, faith, religion, responsibility, etc., in modern conditions, it can be noted that the potential of these values is not exhausted, it should be restored and developed to ensure sustainable socio-economic reproduction.

An important contradiction and driver of information society development is the contradiction between globalization of development and identity of a certain community, which causes the emergence of crisis phenomena in the development of society and culture, the possibility

of manipulative influence on human consciousness, its disorientation in society. Restoration of the trust in the media can help to address these issues in some way, primarily through a stronger state control over the media. It is possible to predict that the adoption of anti-fake legislation, following the example of European countries and the use of mandatory registration of Internet resources could have a positive impact on resolving this situation.

Economic and extra-economic factors cannot be considered in isolation from each other, because the factors influencing economic growth are a holistic system consisted of interrelated elements. They are able to influence the course of economic development, accelerating or slowing it down, are one of the important components of the innovation process of the economy and apply to all spheres of society.

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